

Illinois U Library

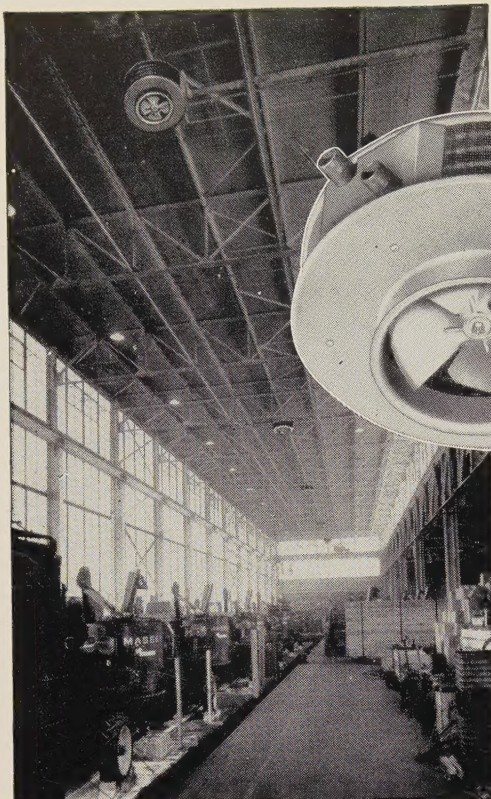
# JOURNAL

ROYAL ARCHITECTURAL INSTITUTE OF CANADA

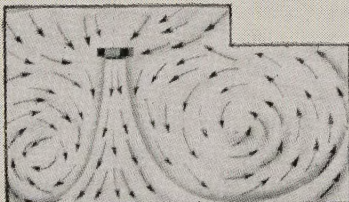
VOL.25  
TORONTO  
AUGUST  
1948  
No.8







TRANE PROJECTION HEATERS INSTALLED  
IN NEW MASSEY-HARRIS COMBINE PLANT  
IN TORONTO



Trane Projection Unit Heater directs heated air-stream in a vertical cone-like fashion to the floor which acts as a diffuser plate to spread the heat evenly along the floor. Mounted close to the ceiling these units are particularly adapted to heating problems where ceiling heights are a major consideration.

Because Trane Projection Heaters supply heat for such large areas, fewer units are required. Temperature control is easy because the operation of each unit is controlled by thermostat. This provides comfort desired and avoids heat waste.

**LOOK FOR**

# TRANE

**THE SIGN OF**

*Up-to-the Minute*

**HEATING**

The high ceilings of modern industrial plants and the large window areas present no heating problem when Trane Projection Unit Heaters are installed.

Warm air which rises to the roof is salvaged by drawing it through the patented circular Trane Extended Surface Coil and projecting it downward at high velocity. As it reaches the working level the heat-laden air stream loses its velocity and spreads out in a delightful blanket of warmth over a wide area.

Engineered, introduced and continuously improved by Trane, the Trane Projection Heater is the mark of modern heating—a sure sign of up-to-the-minute efficiency—the last word in industrial heating comfort—the most widely used unit of its kind in Canada.

In new buildings and, in modernizing existing systems, specify Trane. For information write to Trane Company of Canada Limited, address below.

**TRANE**—*The name in heating*

*Specify*  
**TRANE**

PRODUCTS ENGINEERED, PRODUCED AND BACKED BY

**TRANE COMPANY OF CANADA, LIMITED**

4 MOWAT AVE.



TORONTO, ONTARIO

CANADA'S LARGEST MANUFACTURER OF EXTENDED HEAT TRANSFER SURFACE

**For further information write to the address above.**



# JOURNAL

ROYAL ARCHITECTURAL INSTITUTE OF CANADA

Serial No. 276

TORONTO, AUGUST, 1948

Vol. 25, No. 8

PRESIDENT . . . . . A. J. HAZELGROVE (F)

## C O N T E N T S

EDITORIAL	- - - - -	256
THE TREND OF STORE ARCHITECTURE IN THE UNITED STATES, Francis X. Giná	- - - - -	257
ILLUSTRATIONS		
STORE FRONTS	- - - - -	259 and 263
RANDOM NOTES ON STORE DESIGN, Earle C. Morgan	- -	260
EXPANDING HORIZONS IN A SHRINKING WORLD, George H. T. Kimble	- - - - -	278
THE INSTITUTE PAGE	- - - - -	282

THE INSTITUTE DOES NOT HOLD ITSELF RESPONSIBLE  
FOR THE OPINIONS EXPRESSED BY CONTRIBUTORS

---

### EDITORIAL BOARD

F. BRUCE BROWN, CHAIRMAN

ERIC R. ARTHUR (F), EDITOR

H. K. BLACK, Regina; RICHARD E. BOLTON, Montreal; C. S. BURGESS (F), Edmonton; A. H. EADIE, Toronto;  
GLADSTONE EVANS, Toronto; LESLIE R. FAIRN (F), Wolfville; GORDON FOWLER, Toronto; ARTHUR KEITH, Toronto;  
FRED S. LASSERRE, Vancouver; EARLE C. MORGAN, Toronto; H. CLAIRE MOTT (F), Saint John; JAS. A. MURRAY,  
Toronto; H. E. MURTON, Hamilton; FORSEY PAGE (F), Toronto; JOHN B. PARKIN, Toronto; J. A. RUSSELL, Winnipeg;

W. A. SALTER, St. Catharines; ROBT. M. WILKINSON, Toronto

J. F. SULLIVAN, PUBLISHER

Editorial and Advertising Offices - - - - - 57 Queen Street West, Toronto 1

---

### SUBSCRIPTION RATES

Canada and Newfoundland—Three Dollars per year. Great Britain, British Possessions, United States and Mexico—Five Dollars per year. All Other Countries—Six Dollars per year. Single Copies—Canada 50 Cents; Other Countries 75 Cents.



# JOURNAL R. A. I. C. AUGUST 1948

ONE of the greatest surprises that the post-war period produced was the failure of industry to produce new and exciting materials that would brighten our lives and reduce the cost of buildings. We were one of those who predicted that new materials would make their bow within weeks after the last gun was fired. We had the mistaken idea that manufacturers who were loyally producing implements of war, were at the same time, quietly pursuing research on the implements and materials that would revitalize the building industry in the days of peace.

WE were rather mystified to find that many architects actually believed that the new materials had arrived, and a chorus went up urging the architect to exploit to the full the materials of the new era in the new architecture. We wondered what they were two years ago, and we wonder still more today. The new architecture is unfortunately years in advance of the industrial development which will permit its full realization. As a consequence, it seems to us, we are reverting to the materials and methods of the past, and looking even to nature for inspiration. We write in no critical sense, but the pages of the *Journal* in this issue surely support such a view. Would anyone have foreseen a few years ago that, in 1948, we should be building urban restaurants and shops in rugged stone and unvarnished timber. In these shops, all the elements of modern design are present in the inviting window, the discriminating taste in product arrangement, the well executed sign—but the bulk of the materials go back to the dawn of architecture. What, we ask ourselves, is new? Plate glass is nineteenth century. Aluminum trim or stainless steel trim—perhaps, but we used both before the war. Terrazzo was used by the Romans as was concrete. There is nothing post-war about reinforced concrete, and there, we have to admit the technical and aesthetic possibilities are very great, but not for us in North America. The architects in Europe will do daring things which we cannot afford in a country where labour costs are high. Moreover, our structural engineers seem to lack the nerve of a Maillart, and rigid and often obsolete city codes keep them within a nice, comfortable factor of safety.

IT is true, we have radiant heating, but the principle is the same as the Romans used for the heating of their villas in Britain in the 1st Century. Improvements over the Roman method are, of course, immeasurable, but the cost is still high compared with other methods of heating. New materials and new methods must compete favourably with well tried materials and methods, or their use will be restricted to luxury purposes. We tried a new prefabricated wall material recently only to find that its cost was 50% higher than brick wall, strapping, lathing and plaster. The comparative labour costs would seem to a child to be the reverse of the figure given, and we can only assume that the manufacturers would not, or could not, reduce their prices. As a result we see about us a reaction toward materials that were once the primitive resources of slaves and pioneers. In its housing programme, Ottawa has been interested in the possibilities of mud either tamped, puddled or laid in sun dried bricks. Fifty miles from Toronto houses and larger buildings are being built of waste lumber 16" in length set in mortar. This is a method of construction that always interested us as showing the ingenuity of 19th Century farmer. We never expected to see an apartment house built in that manner in the year 1948.

THIS is a subject that should provoke a lively discussion in the *Journal* that should be of profit to both architect and manufacturer. We would give high marks for ingenuity to the makers of directional glass blocks, striated plywood and armor plastics, but they are not of universal application. Since a reasonable economy must be the basis of any building programme in our civilization, can our readers think of anything cheaper than the bearing wall of our ancestors, strapped, lathed, plastered, and painted—where brick is laid on brick. It is obvious that as long as that is so, if it is so, modern architecture, in the domestic field, is tied to a millstone that will retard its progress in our generation.

WE wonder whether industry knows what our modern building requirements are. We know that this continent has the brains to invent and the "know how" to put inventions into mass production. Many obvious needs come to mind, and we would welcome suggestions from members that we could publish in these pages. We offer one that has always struck us as fundamental for contemporary architecture, and that is a material for a flat roof on which one could walk and sit without worrying about a 15-year bond. They have used such a material in England for a quarter of a century, but letters of enquiry before the war produced no replies. We shall try again.



# THE TREND OF STORE ARCHITECTURE IN THE U.S.

By FRANCIS X. GINÁ

Ketchum, Giná and Sharp, Architects

IN the last twenty years, store architecture in the United States has come a long way from the position of a neglected child in the architectural fields of practice, to the state of maturity it is gaining today. At one time the design of both the exterior and interior of a shop was left to the contractor and the cabinetmaker. The shopkeeper, on equipping his store interior, clothed the walls of his shop with storage cases from floor to ceiling. His next step was to obtain the greatest possible density of showcases and counters on the sales floor, leaving a minimum amount of space for traffic aisles. His show windows took every inch of space he could possibly obtain along the sidewalk line, leaving barely enough room for entrance into the shop. The shopkeeper's name or business name was plastered on the show window glass or billboarded on the spandrel above. The growth of the chain store, with subsidiaries on the Main Streets, helped to change the complacent outlook of this rugged individual.

The chain store with its one hundred per cent real estate locations, high rents, increased buying capacity and overhead, has need of large selling volume in order to retail merchandise cheaper than the small established merchant with low overhead. The chain stores early organized themselves into efficient sales and service units. They established a distinctive pattern which identified them easily.

The small shopkeeper, in turn, began to call on the architect to help him compete with the chain store. Starting from the street line, the shop required quick identification from its next door neighbor. Show windows were designed to give the maximum amount of departmental display without the confusion that previously existed. Lighting systems were scientifically planned to give the correct amount of foot candles required, in order to counteract the effects of daylight. Experimentation in the colour lighting of backgrounds and displays added to the drama provided by the merchandise. New and durable materials were explored and used. Arcade entrances were employed which would shelter the customer from both the weather and passing street traffic. These entrances, with show windows set back from the sidewalk, allowed for leisurely window shopping. Signs designed for both night and daytime identification by auto and pedestrian traffic were incorporated in the store front.

The interior, which was in a sorrier state of confusion than the store front, was reorganized. Emphasis was placed on an orderly arrangement of the merchandise.

Stock was departmentalized with "impulse merchandise" placed at the front portion of the traffic lane, "convenience goods" next and "demand merchandise" relegated to the extreme rear of the shop.

In order to accentuate these departments, the form and function of each sales fixture was determined by the merchandise. The type of cabinet previously used, which seemed to have been installed for the primary display of dust-catching ornamentation and the lavish use of expensive woods, was done away with. The showcases and back storage units were now logically detailed to best accommodate the size, shape and character of the articles to be sold. Pleasing results were obtained by allowing each group of fixtures to set its own level. A maximum amount of visibility of display was sought.

Lighting systems giving a high level of illumination in showcases, on displays and at the point where the customer handled the merchandise were engineered, with less light provided for in the traffic aisles as contrast. Bold use of colours and materials created a dramatic background for selling.

Provisions for customer comfort found their place in the scheme. While the chain stores placed their emphasis on quick turnover and volume of sales, the small shopkeeper planned his appeal on customer conveniences such as unhurried sales, comfortable seating, attractive displays and a background which would provide for restful shopping.

The current trend in store design has been towards a correlation between the customer passing by and the store interior. The Florsheim Shoe Shop illustrates this point. Whether the customer be passing in a car or in pedestrian traffic, he is attracted to and becomes part of the shop's interior. The customer is separated from the interior of the shop only by large sheets of glass. Glass must still be used to protect the merchandise from the dust and the customer from weather changes. The entire interior of the store is brought out to the street level. An over-all egg crate ceiling with incandescent and fluorescent lights directly above allows for both spot lighting and general illumination, at the same time tying together the various elements of the store's design. The store front and interior are employed as one element to draw customer traffic within the shop. The storage of shoes is provided for behind walls draped with curtains. These drapes are changed according to the season and hence vary the decorative effects. Small display units are varied in design for flexibility of display and eye arresting appeal. This store is not a far cry from the open



stall of the shopkeeper in the market place, with his goods spread out before him. The present belief is that there should be little or no obstruction between the shopper and the goods he desires.

A further trend in store design is towards flexibility in the use of space. The sales floor has been organized for a flexible flow of sales traffic. Stock fixtures have interchangeable parts and uses. Walls depart from their straight line pattern into free-flow shapes that enclose storage areas which are easily and quickly accessible from the sales floor. The open store front can be varied to become a closed, semi-closed or open shop by the use of removable partitions or screens. The fixed structural elements of a building are being reduced to a minimum, and those elements which are used as walls or ceilings or finishes to enclose space or equipment are dry built, for multiple use, easy access, seasonal or departmental changeovers.

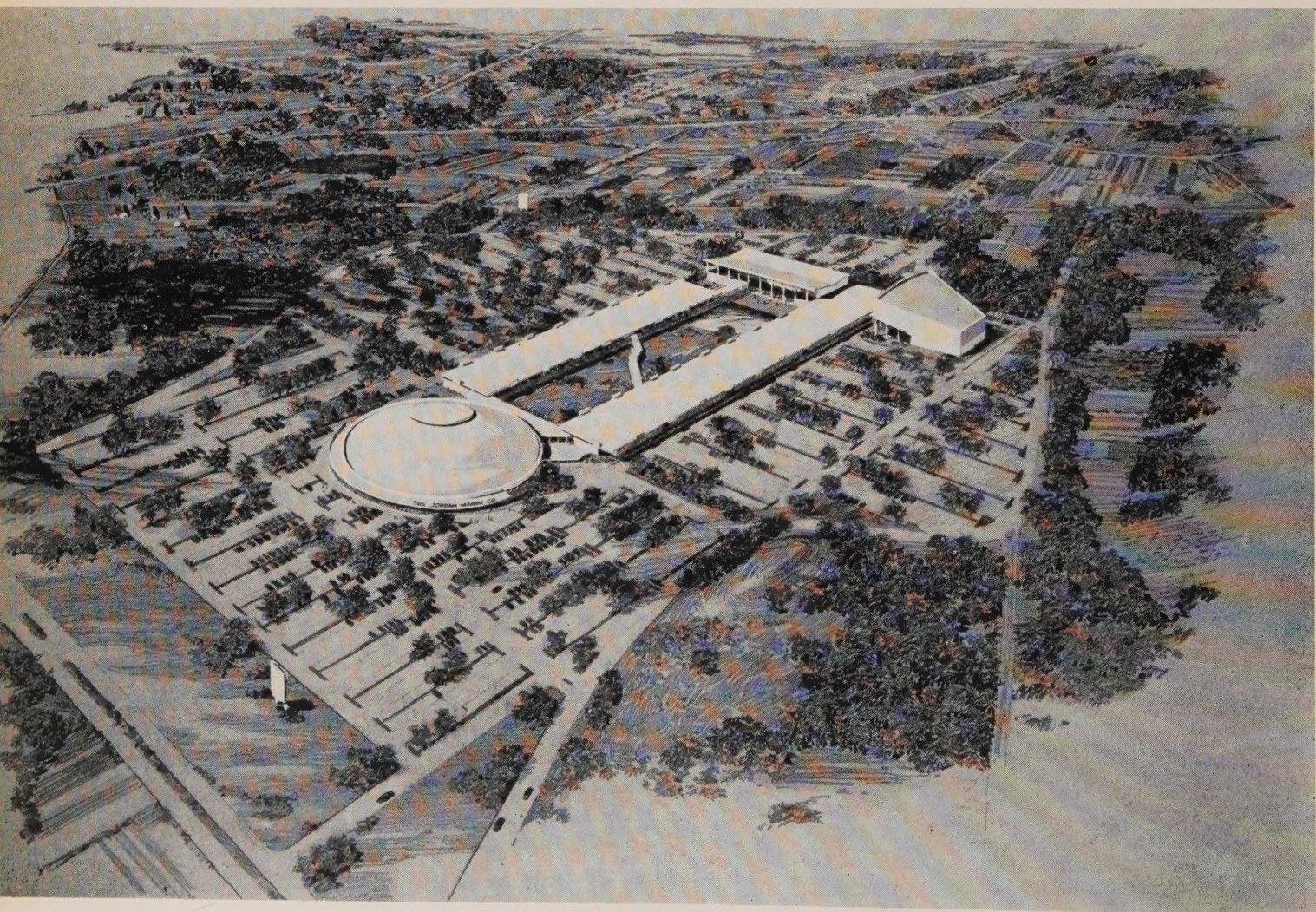
The imaginative use of light as an integral design factor without distressing glare has become a valuable sales adjunct. Current and future research in artificial

illumination will give the architect unlimited scope in design and will be of direct benefit to the merchant.

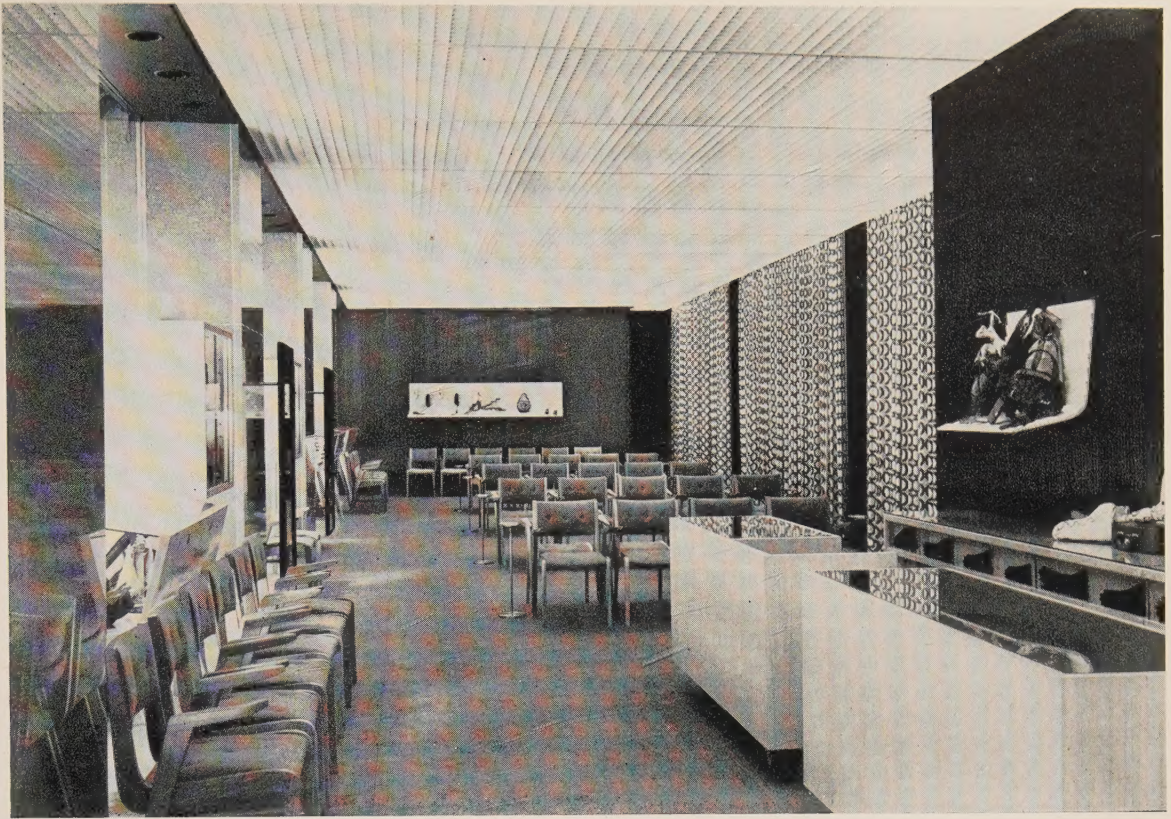
The most significant current trend in store design is towards the decentralization of shopping units from the blighted shopping districts of the city. This solves the problems created by the automobile, trucking and pedestrian traffic in busy city shopping areas. Shopping centers are being created and built outside the city along public highways, drawing on the surrounding suburbs and transient traffic for its drive-in trade. The means employed to attract customers are adequate parking facilities, walkways, pleasant surroundings, easy accessibility, leisurely shopping and glamorous sales atmosphere. All this is being provided the shopper at less cost and rental to the store owner than he would have to incur in a city shopping block. The North Shore Shopping Center, illustrated on this page, is an example of the progress being made in this field.

Today's demand for increased and efficient shopping facilities is being met and solved by architects who have trained themselves in store design and who devote their energies to this branch of architecture.

NORTH SHORE SHOPPING CENTER, BEVERLY, MASSACHUSETTS, UNITED STATES  
KETCHUM, GINÁ AND SHARP, ARCHITECTS







FLORSHEIM SHOE STORE, NEW YORK, N.Y.,  
UNITED STATES

KETCHUM, GINÁ AND SHARP, ARCHITECTS



Photographs by  
Gottschö-Schleisner



# RANDOM NOTES ON STORE DESIGN

By EARLE C. MORGAN

**I**F there is any new trend in store design it is the emphasis given to the concept of the interior and the exterior as one indivisible unit. The enormously gratifying development in store design in the past decade is due to architects devoting their best efforts to intensive study of the needs and requirements of the merchants and working with the people who must operate the stores to show the greatest return for their investment.

Open fronts are usually thought to be the new trend. They are just the logical results of properly relating exteriors to interiors. In some cases an open front is not desirable, but the store designed without an open front can be just as new as to-morrow. No one would think of doing an open front store for a business where the customers desire privacy.

The trend in store design is similar to the trend in all other branches of architecture. The exterior of a building should be the reflection of the interior and should be appropriate for whatever business or activity that is to be carried on in the interior.

Living or operating in any type of building is important in the design of the building but it is probably more important in store design than most other branches of architecture. The architect, with an open mind, should study the particular business he is going to house and talk to every person connected with the business. Their ideas are important and should be given careful thought before they are translated into the finished work. The appearance is only important to a merchant in so far as it brings in more customers or helps to do more business.

The design of stores should start on the inside. Display, traffic and sales areas and counters should be planned first. Then the proper wall and ceiling treatments should be studied and lighting and colour arranged to produce the best effect for the merchant.

A particular store may have a combination of goods that are easy and difficult to sell. The display areas should be so arranged that a customer has to walk past the slow moving goods to get to the goods that prompted the entrance to the store.

Colour is extremely important in all stores and should be carefully studied as a background for merchandise or as an aid in creating the proper atmosphere in such an area as a restaurant. I was once given undeserved credit for a colour scheme in a restaurant that would first attract customers, and would then, after thirty minutes, begin to irritate them. The result was that they would leave the tables for new customers to use.

In all store design there should be a basic design idea which is carried through the whole store. Since store design starts with the interior planning, the basic idea must evolve from the basic plan. If the basic plan is right and all details are carried through as minor developments, the entire store will be successful for the owner, the public and the architect.

In the planning of most stores there is a definite problem connected with finances which must be faced before very much is done in design. In the case of a restaurant the operators usually know what the average customer check is, and from this and the rental of the store area a minimum number of seats that will make the location pay can easily be calculated. Store operators should call in an architect before a lease is taken to tell them if a suitable plan can be arranged in the given space with the minimum, or better, number of seats.

A suitable plan varies with each type of restaurant from the table service to the coffee shop counter type. A restaurant that isn't straight table service may have some arrangement of booths and settees. If more than 15 per cent of the seating is in groups of four, considerable floor space will be wasted. It may be possible to get 100 seats in an area using booths for four in 50 per cent of the arrangement, but this plan would not be as successful as one having only 75 seats with 15 per cent of fours. People like a certain amount of privacy in a restaurant. Probably the most successful method of getting the maximum number of seats that will be used in a restaurant is by using wall settees and separating each second table about 1' 3" with 1" or 2" between pairs.

In the case of stores selling a variety of related merchandise, flexibility should always be kept in mind. It should be possible to change the location of types of goods and also, in off hours, to be able to cut off certain sections of the store. This type of store requires a great deal of study in the control of traffic, the location of employee facilities such as cash registers, extra stock and wrapping. A proper plan for the customer and employee to give maximum service to the customer will produce the maximum productivity per square foot of sales area. The first requirement in retail store layout is to expedite the flow of goods to the customer. After this has been established it should be embellished with the proper decorative treatment, good design in fixtures, both from the point of appearance and function, and comfort for the customer in shopping with the goods displayed to the best advantage.

A problem peculiar to store planning is in dealing with existing buildings. Most store projects are renovating



existing stores operated by the client or changing a store which a client rents because of the good location. Most operators of chain stores rent locations rather than build new stores so that they are not in the real estate business. This often presents a challenge to the architect because the existing columns and other conditions seem to make it impossible to do a good plan.

Sometimes it is best to accept these conditions and even make a feature of them in the design. In other cases they may be subdued or made inconspicuous in the design. If they are overcome successfully it is just that much more satisfaction to the designer.

In every store there is a proper relationship between selling areas and non-selling areas. In the case of retail stores the non-selling area must be large enough and have properly planned facilities to give proper service after the sale is made. The customer must be considered from the point of attraction to the store to the departure with the goods. In restaurant work the size and layout of the kitchen is most important. It isn't enough to seat the customer in comfortable surroundings. Speedy service must be provided and the kitchen must be planned so that it can be operated in the most efficient and economical manner. It must be easy to have goods delivered to the kitchen, stored and then moved to the proper areas in the most direct route. The dishwashing line must be arranged so that the dishes are brought into the kitchen, cleaned, washed and finally stored close to where they will again be available for use in the restaurant. Proper rest rooms, locker space, etc., for the employees must be provided for the successful operation of any restaurant. In kitchen layout work, I have found it essential to talk to the operator of each store unit and mould their requirements into an overall plan for the entire restaurant. Usually I have them sign the final kitchen layout for my own protection, and this works until a new operator takes over that particular store.

Flooring is important in all stores, and the type of store, traffic, maintenance and comfort, both to the customer and employee, must be carefully considered. In restaurant work it is my opinion that nothing adds as much to the general atmosphere as a carpet on the floor. Three years ago I visited New York and Washington to study cafeterias and was struck by the drabness and coldness of most of them. They seemed to encourage a feeling of cheapness because of the hard, shiny and supposedly sanitary material used. A cafeteria should be a cheaper place to obtain a meal in than a table service restaurant because operating costs are less, and a cafeteria should appeal to some because it offers speedier service. It doesn't have to have tile walls and floor and trays on the chair arms. I found what I was looking for in Washington, where there is a very popular cafeteria that has carpet over all public area floors, and the owner stated that it was the best investment he had ever made. Certainly it made that cafeteria a place where White

House politicians would come for a fast meal. A carpet was planned for the floor of Muirheads in Toronto from the first stages of the design but, being the last item in an increasingly expensive job, the installation has been postponed until the budget will allow that expenditure. Flooring for retail merchandising floors must be a balance between material soft enough for comfort of customers and employees and hard enough for easy maintenance.

Store lighting is just as important as stage lighting. There is a marked similarity in the two, and store lighting has become a science. It isn't enough to make sure that there is sufficient light. There must be the right amount for each condition. Probably the most important fact to bear in mind in store lighting is that lighting is just a means to an end, and the end is selling merchandise. If a customer is unaware of the light source which shows the goods to the best advantage, then the lighting is doing the best possible job. There is only one type of store that is selling lighting fixtures or lighting equipment.

Store fronts follow store interiors and should grow from a logical and proper plan for the business that is to take place in the store. Store fronts should not be definitely open or closed in type but flexible to some degree in all cases.

A store front should attract attention and then hold the attention long enough to present the merchandise well enough to induce the customer to enter. It takes a person less than 10 seconds to walk past the average store and less than five seconds to drive past. A store must act fast to attract. To hold the attention it must present something of interest but, above all, it must not be too confusing. Only a person with a great deal of leisure will take the time to sort through a hodge podge of merchandise to find something of interest. This fault is usually the result of the owner's desire to show everything in the window that is for sale inside.

A fault that architects must guard against is emphasizing the store front itself rather than the goods displayed. There is an example of this on Bloor Street in Toronto, where the designer has used every trick in his book to produce a store front that is different from its neighbours. Unfortunately, it is too busy and has so many different kinds of materials that the average person is confused and is not brought to a halt to look at the goods in the windows. It may be good advertising for the designer, but it isn't good business for the store owner who wants to sell his goods and not his store front.

A store front should be designed to suit each particular type of operation and that means the type of customer, the quality or kind of goods sold and the method of selling the goods. It should suit its location and that means that, if it is in a section where luxury shopping is done, it should suggest luxury. If it is in a section where people are always in a hurry it should



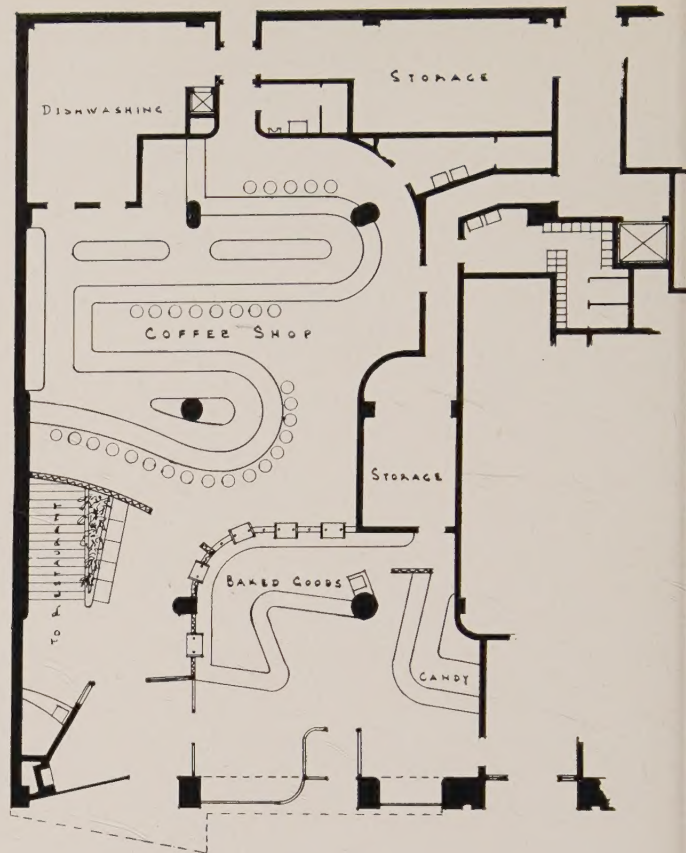
suggest fast service. A store should bear some relation to the surrounding stores whether they are competition or not. A too pretentious store in a neighbourhood that is declining will be a poor investment in five years.

Lettering is a permanent billboard for a store. It isn't like a theatre where the lettering is changed every week, so it must be good enough to stay for years. Lettering mustn't be too confusing, and that means that there shouldn't be too much nor should the lettering and background be designed together. Relatively small lettering on a large and interesting background usually creates the desired effect.

One of the easiest ways to induce the customer into the store after the first attraction has been made is by the open front. Where the open front can be used it is possible to create the feeling of being in the store as soon as the sidewalk line is passed. The proper display windows set back from the sidewalk line lead the customer in and then the visible displays continuing in the store, together with a continuation of material from exterior to interior, create the desired open feeling and help to break down the barrier between in and out.

Nearly all stores should have some form of recessed front if only to let people look in the windows without being jostled by the passing sidewalk crowd, but recessed fronts also allow corner show windows and displays on each side of the entrance to give greater visibility from the sidewalk for each direction of passing traffic. In large stores traffic aisles are necessary in the recessed front area because crowds are always moving and should be drawn to the entrance door. In most cases a recessed front eliminates the need of an awning, and awnings should be eliminated if possible because they never add to the appearance of a store and they obscure window displays, particularly for anyone passing on a streetcar or bus. The feeling of a tunnel should be avoided by never having the depth of the recessed front greater than the width, and by keeping the ceiling as high as conditions will allow.

Store fronts have several functions to perform. They must attract attention, advertise the store, display merchandise, induce customers to enter, and act as the entrance to the store, but they must always be thought of as part of the whole store and should complement the interior.



Plan showing the First Floor of the original scheme for the combined operations of three branches of Canadian Food Products Limited.

There is a Muirheads restaurant and the main kitchen in the basement and a Muirheads coffee shop as shown on the First Floor. The coffee shop has its own dish washing area at the rear and is served from the main kitchen by means of a dumb waiter.

The Woman's Bakery and Picardy Candy Ltd. areas are designed to be operated in conjunction with the restaurant business. The location is in a new eight storey building on Richmond Street, Toronto, and there is an entrance from the lobby of this building to these two areas with access through to Muirheads. There is a direct entrance from the street to Woman's Bakery and Picardy Candy and another street entrance to Muirheads with access to Woman's Bakery and Picardy Candy.

Inside the entrance to Muirheads there is a waiting room with stair to basement restaurant and two walls of corrugated glass with two display boxes showing baked goods and candy. The dividing wall between the coffee shop and the baked goods and candy area is open above dado height with rods supporting display cases which are open both sides but have glass in the coffee shop side so that people in the coffee shop may see the displays and be reminded, or induced, to buy goods on their way out.

The basic plan of this scheme is to make the customer of any one branch conscious of the other two branches either by circulation arrangement or visible displays.





BEFORE REMODELLING

**SUZETTE SHOP, VANCOUVER, BRITISH COLUMBIA**  
**ROBERT R. MCKEE, ARCHITECT**

Photograph by Graham Warrington

AFTER REMODELLING





STORE GROUP, WEST VANCOUVER, BRITISH COLUMBIA  
SHARP AND THOMPSON, BERWICK, PRATT, ARCHITECTS

Photograph by Tony Archer





STORE GROUP, VANCOUVER, BRITISH COLUMBIA  
ROBERT R. MCKEE, ARCHITECT

Photograph by Graham Warrington





CLINTON CLOTHES SHOP, VANCOUVER, BRITISH COLUMBIA  
GARDINER AND THORNTON, ARCHITECTS

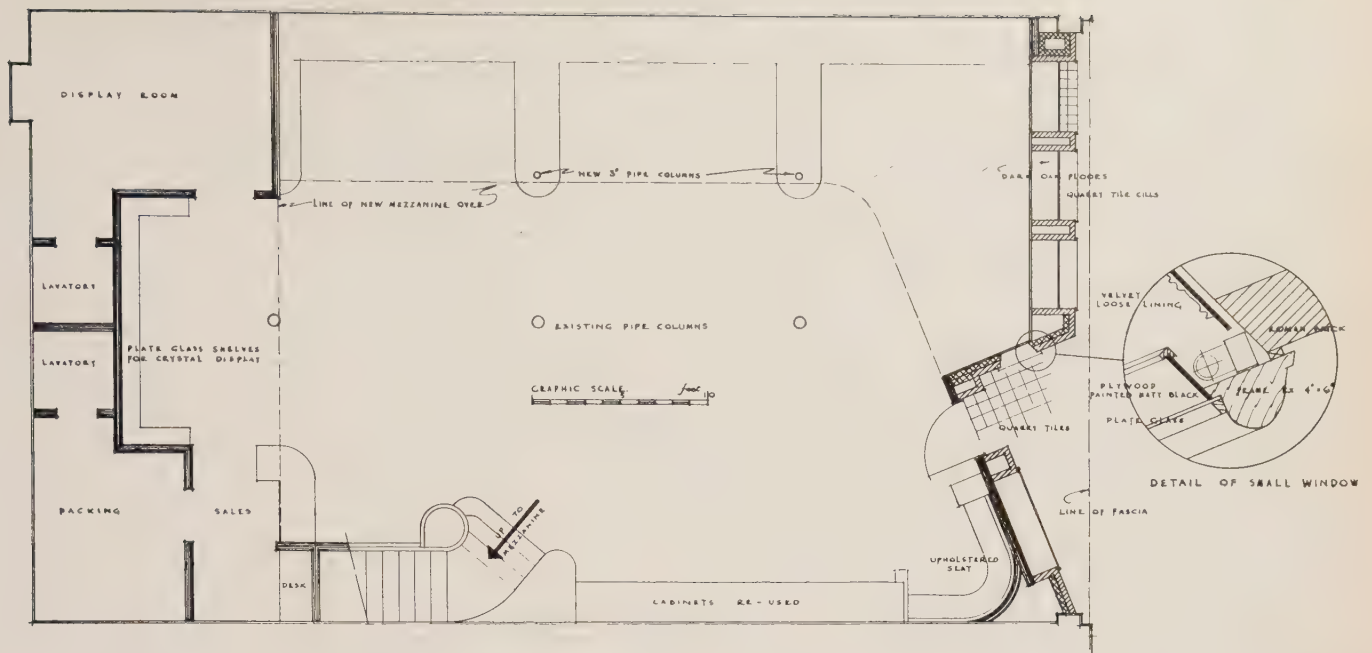


Photograph by  
Industrial Photographics



Photograph by  
Graham Warrington





THE WEDGWOOD SHOP, VICTORIA, BRITISH COLUMBIA  
BIRLEY, WADE AND STOCKDILL, ARCHITECTS

Photograph by Fort Cowx and Macphail

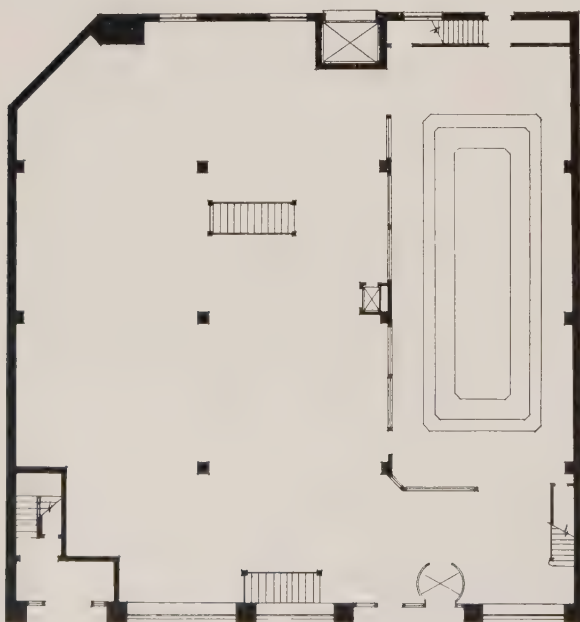




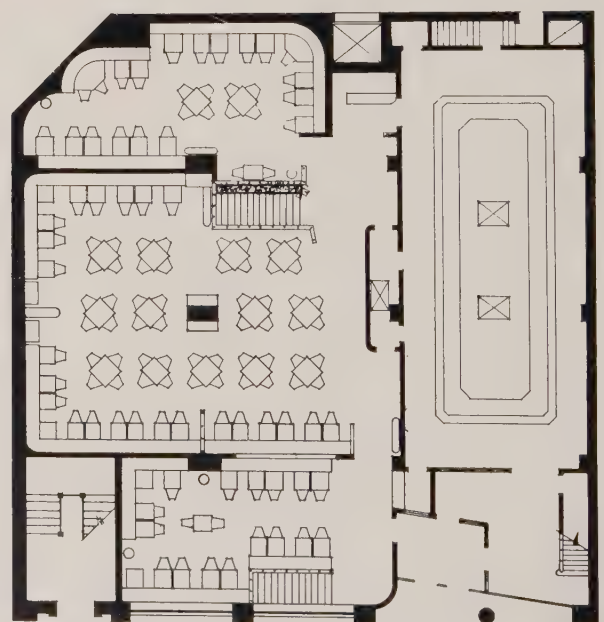


MUIRHEADS, ADELAIDE STREET STORE, TORONTO, ONTARIO

EARLE C. MORGAN, ARCHITECT



BEFORE



AFTER



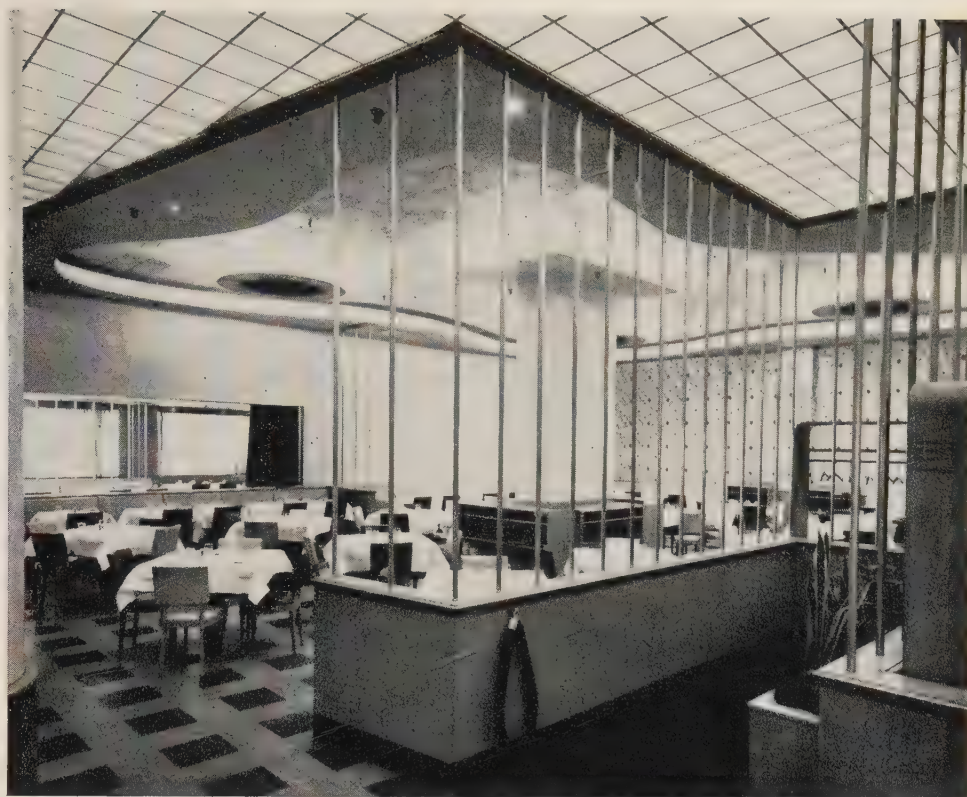
This is an alteration to an existing cafeteria that was originally opened in 1929 with the plan, as shown, having one large room with a low, glazed partition between counter and restaurant areas and a very high ceiling over all.

In the present scheme the dividing partition is made solid and extended to the ceiling to cut off the cafeteria from the dining area in every way. The counter was re-designed and a dropped ceiling was installed to help the general appearance and to enable good lighting to be placed close to the food on display.

In order to give more interest to the dining area it was divided into three sections but these sections were left sufficiently open that a person emerging from the counter line may see at a glance the seating conditions in all sections. The ceiling of this area was lowered to approximately 12 feet and a combination cove and egg-crate lighting installed as shown in illustration. There was an open mezzanine at the front of the store which was used for offices. This had to remain but was closed in and the front section under this mezzanine has a lower ceiling than the other two sections.

The wall of the largest section was covered with a hand-painted wall paper in vivid colours and these colours formed the basis for the general colour scheme, including the leather covered chairs which were designed and made especially for this store. The present floor covering is the original rubber tile in colours that don't blend very well with the new but it is hoped that before very long it will be possible to have the carpet, which was ordered, over all the restaurant area floor.

The design now allows the store to be changed to a table service restaurant at night by closing off the entrances to the cafeteria counter and having the waitresses serve from the side entrance of the counter to the restaurant area.

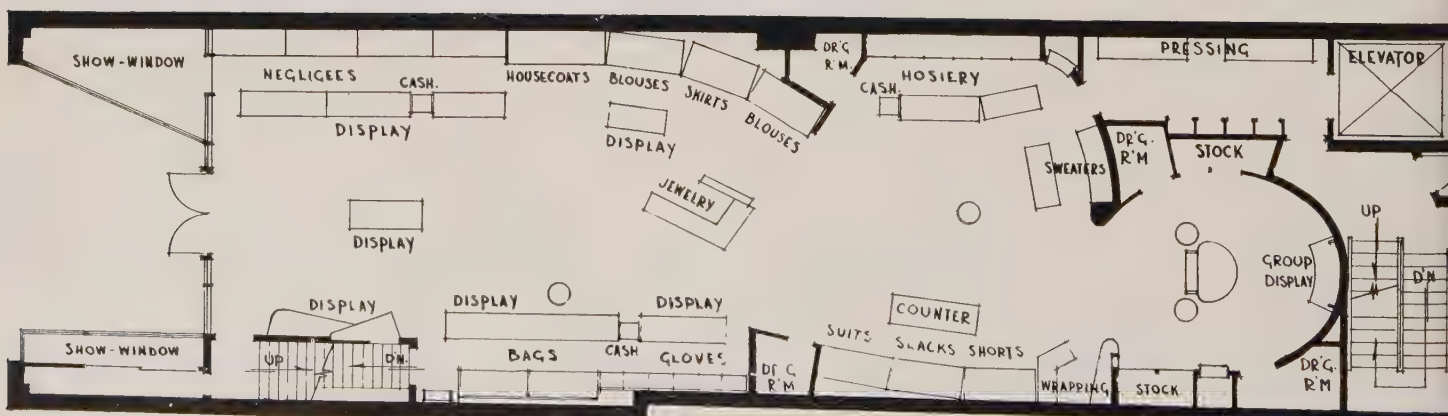


Photographs by Panda





VIRGINIA DARE STORE,  
TORONTO, ONTARIO  
GIBSON AND POKORNY,  
ARCHITECTS





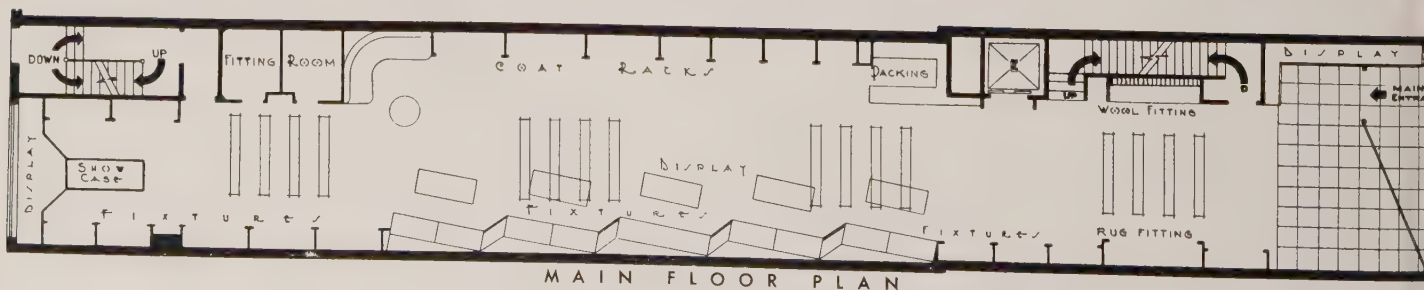
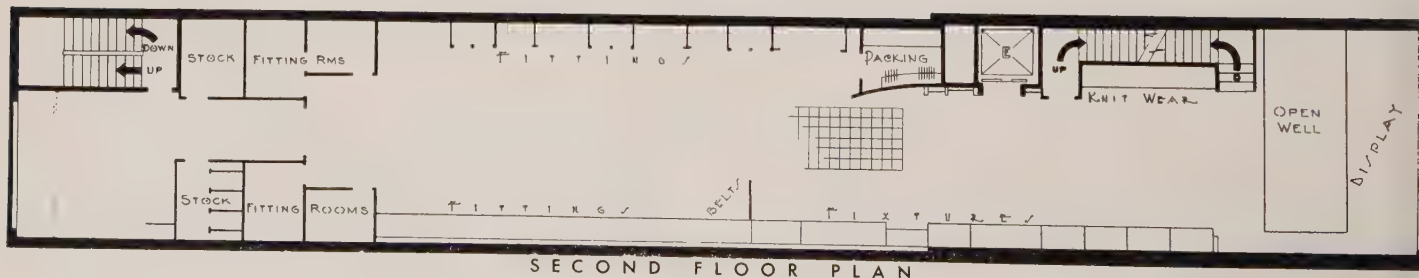


Photographs by Panda

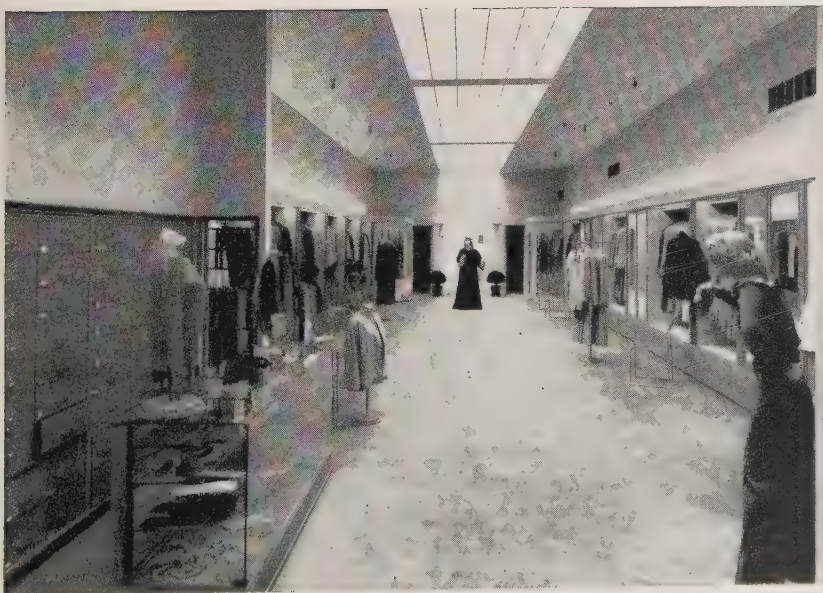




JAEGER HOUSE,  
TORONTO, ONTARIO  
KIRK HYSLOP,  
ARCHITECT







Photographs by Panda



This is an alteration job to an existing building on Yonge Street, Toronto. The building was originally a garage, but about 10 years ago was changed to a combined warehouse and retail store for a cleaning company and then taken over by another company which manufactured tubular furniture and baby carriages.

It is a temporary location for the National Automotive Parts Limited and the alteration costs were kept to a minimum for their requirements which consisted of removing driveway and ramp to Second Floor, levelling floor and installing new show room, parts department and machine shop on First Floor with a new hoist at the side. New general and private offices were installed on the Second Floor with the front simplified as shown.



BEFORE ALTERATION

NATIONAL AUTOMOTIVE PARTS LIMITED, TORONTO, ONTARIO  
EARLE C. MORGAN, ARCHITECT



BEFORE



AFTER





Photographs by Panda







HOLLINSWORTH SHOP, WINNIPEG, MANITOBA  
GREEN, BLANKSTEIN, RUSSELL AND HAM  
ARCHITECTS







Photograph by Montague and Heenan

WILSON STATIONERY STORE, REGINA, SASKATCHEWAN  
PORTNALL AND STOCK, ARCHITECTS



# EXPANDING HORIZONS IN A SHRINKING WORLD

By GEORGE H. T. KIMBLE, *Professor of Geography, McGill University, Montreal*

*An Address at the Forty-First Annual Assembly of the Royal Architectural Institute of Canada*

HISTORY does not record the name of the man who first reflected that it was a small world. Quite possibly it might have been Noah, the first architect and director of a central housing and mortgage scheme. Until the floods assuaged, Mount Ararat must have seemed an altogether inadequate abode for so large and ill-assorted a population. Or perchance the credit belongs to the first Sassenach to set foot in New Scotland; small world, in truth, when no peace-loving man may succeed in migrating beyond the range of the bagpipes' murderous skirl. But whatever its origin, the saying has lost none of its topicality with the passing of the years. On the contrary, it was never more apropos than in our present air age. It is a small world all right, and it is the aeroplane, ably assisted by the radio, that has made it so. What is more, it is getting smaller every day. Wasn't it only a very few weeks ago that somebody went around the world in eighty hours? What poor old Phineas Fogg must feel like by this time not even Jules Verne could imagine. If things go on in this way we will shortly find ourselves leaving Greenland after an early dinner, having lunch in Fairbanks, Alaska, and arriving in Vladivostok in time for a late breakfast, always assuming, of course, that we are first allowed to land in Vladivostok! And all because we shall have reached the point where the speed of planes surpasses the spinning velocity of the globe in high latitudes. Even now down in the islands of the South Pacific you can read Australian newspapers the day before they are published in Sydney, New South Wales—as if it isn't bad enough to read newspapers the day they are published! News certainly travels fast in this age—almost as fast as it does through any village neighbourhood.

Indeed, in a very real sense the aeroplane has reduced the earth to just about the size of a neighbourhood. The only trouble is that the inhabitants so far have shown little sign of behaving like neighbours—good neighbours, that is. Their general attitude—if I may change the figure—is rather too much like that of some luxury liner passengers we used to know. Thanks to the privacy of their suites and the spaciousness of the promenades they got to know remarkably little about the kind of people their fellow travellers were—and seemingly they cared even less. But such an attitude towards our neighbours is, I believe, as unrealistic as it is reprehensible. We are not passengers on a luxury liner; rather are we survivors of a shipwreck, huddled together in a lifeboat

at closer quarters than is good for our pride or for our comfort, and engaged in an all-out struggle for survival. One would have supposed that our sole hope lay in co-operation—in every man pulling his weight, divesting himself of his prejudices, and taking his fair share of responsibility. But many people cannot see it that way: they fancy themselves better in the role of bosses than of brothers, and find it less strenuous to nag than to be neighbourly.

The fact is, of course, that getting to know one's neighbours is a strenuous business. It takes more time, and it involves more mental effort than most folks are willing to expend. Having established a nodding acquaintance with a handful of them, including perhaps a Russian here, a couple of Arabs there and a half a dozen Jews elsewhere, they are apt to think they know all the answers. Henceforth all the 180,000,000 Russians in the world, all the hundred-odd million Arabs and all the Jews are grouped in their minds under such smart but cynical captions as . . . well, gentlemen, you know them as well as I do!

But this sort of thing is simply not good enough. Before we can even begin to qualify as good neighbours of those two billion human beings who from henceforth are our neighbours, we will have to work our heads a great deal harder. We will have to take time off to study the lives they lead, the places they live in, and the aspirations and beliefs with which heredity, circumstance and environment have endowed them. For let us be assured of this: the Russian question, the Arab question, the Jewish question—yes, and all the other major issues of our time—will never be solved until all the peoples concerned know a whole lot more about such matters.

It is precisely here, I believe, that the geographer can make his small contribution to the common weal. For it is his job to study the working relations which exist between specific human societies and the lands they occupy—between the stubborn Russian and his treacherous steppes, between the Bedouin Arab and his sun-parched sheep ranges, between the Jewish fruit farmer and the newly reclaimed lands of Palestine. From which it follows that the geographer tends to see the earth not so much as an ill-fitting mosaic of sovereign territories divided by frontiers, language barriers and ideologies, but as an interlocking association of neighbourhoods united by common needs of food and shelter, by common enemies such as drought, flood and pestilence and by



common ambitions for social betterment. This does not mean that he wants everybody to salute the same flag, or to speak Esperanto or even to be a Liberal — Mr. Henry Wallace's kind of Liberal, that is — but it does mean that he tends to be somewhat less certain of the advantages of twentieth century nationalism than a good many people, and it does mean that he is not at all happy about the chances of building a new world order merely by drawing new lines on an old map.

And what does he discover about this earth of ours when he begins to look at it from this geographical — I might even call it this neighbourly — point of view?

In the first place he discovers that it is a pretty good earth. In spite of all the man-handling it has had, and all the abuse, it still abounds in noble prospects and physical satisfactions, in things that are "pleasant to the sight and good for food." It still yields its increase in due season, and it still can be made to bring forth abundantly. After more than six thousand years of continuous occupation, the lands of the Nile are today more crowded and more prosperous than ever before. The Ganges valley has been occupied for nearly the same time and today houses a larger population than ever before in its history. The master streams of China have been occupied for more than four thousand years, and they can be coaxed into yielding annually three sizable and valuable crops. Scarcely less impressive is the record of the fenlands and polders of Western Europe, where, in spite of a capricious climate and perennial drainage problems, the farmers think nothing of threshing sixty to eighty bushels of wheat to the acre. The truth of the matter is that most of us are still a long way from realizing just how good this earth is. Even the deserts of the world are good for something. It would not be difficult to show, for example, that without the ice caps, the cold deserts of the Arctic, the climates of Southern Canada would be very much drier than it is, and very much less stimulating to mind and body. Similarly with the warm deserts of the world: have not they played a leading role in the evolution of those civilizations from which we draw our moral and spiritual standards? For myself, I believe that if we had but the wit to see it, we should find that the present division of the earth into hot and cold, into dry and wet lands is nothing like as wasteful (in terms of population-earning capacity) as some people suppose. Anyway, I am all against letting the atomic scientists tinker about with the climates of the "not-so-good" lands. They have made quite enough enemies recently without upsetting the Eskimo and the Pigmy. And who is to say they would not upset everybody if they were allowed to pep up the atmospheric circulation occasionally? Heaven forbid that either they or the government —

*"— should assume the fate of skies' estate,  
Or that congress should start a filibuster  
On when to clear and when to bluster.  
For they'd still be at it in '49  
Half for rain and half for shine!"*

The second thing we discover about this earth is that it is highly expendable. Large parts of it are no longer as they used to be. Not every country has succeeded in emulating the Nile, the Ganges and the fenlands of Europe. The ancient cities of Assyria and Mesopotamia have become, as the Bible puts it, the habitation of jackals and a court for owls. Petra and Palmyra, Tyre and Sidon are but memories, and merely a battalion of cedars stand guard today over the hills of Lebanon. Deforestation, overgrazing and improvident farming wrought terrible judgments in the ancient world. Similar orgies of deforestation marked the commercial heyday of Greece and Rome, of the mediaeval Italian cities, and of Spain and Portugal, to the grievous impoverishment of succeeding generations. The same smash-and-grab mentality characterized many of the early immigrants to the new lands of the world, to the Americas, to South Africa and Australia, with results that should discomfort the most complacent among us. After only three hundred years of European settlement, more than half of the original forest areas of the United States has been destroyed, more than two-thirds of the land is affected by soil erosion, and the supply of several of its more desirable minerals is running out. In the Union of South Africa, erosion of the soil has reached the proportions of a scourge; Dr. H. H. Bennett, the great American soil expert, has recently affirmed that it is only a matter of twenty-five years before the Union will be forced to look upon its devastated lands as a national catastrophe. In Australia and New Zealand, the youngest of the new lands, the position is not much better. When I was in the city of Auckland three years or so ago it was possible from time to time to write one's name in the dust that settled on the roofs and streets. This dust a few days earlier had formed part of the highly fertile top soil of the wheat lands of Australia 1500 miles away. Unfortunately there were no winds to blow it back!

With such experience multiplying before our eyes almost daily it is small wonder that men are beginning to ask whether the good earth is any longer able to carry the burdens put upon it. Some have gone so far as to scare us into believing that nature is quitting the house-keeping business, that she is tired of patching up the scars of war and of drought and exploitation, and that the world's cupboards will soon be bare. Those prophets of gloom need not depress us unduly. It is true there are areas which no longer yield any harvest save that of weeds. But there are other areas, in India, for instance, in the Sudan, and in our own North American West, where food is now produced for millions in a country that was once, and not so long ago, a desert. And there are larger areas, within the tropics and along our own sub-temperate margins, where, thanks to recent technological advantages, we may soon be able to produce some of the world's largest supplies of agricultural, mineral and manufactured products. Taking the world as a whole, I think we can safely say that there is still enough wealth to go round. But, alas, we do not just know how



to handle the world as a whole; we are still having difficulty with the parts. Yet, if the earth is to provide anything better than austerity for the bulk of its peoples, it is imperative that all good men should come to the aid of their governments in furthering resource conservation and in furthering the availability of those resources on a national and international basis.

For this much seems to be certain: only by concerting our efforts for preserving in unimpaired efficiency the remaining natural wealth of the world and, to quote the words of the Atlantic Charter: "By giving to all states, great and small, victor and vanquished, access on equal terms to the trade and raw materials of the world" — only by doing this can that abundant life be realized. Parochial, small-scale Robinson Crusoe strategy is of no avail.

Let us not forget that there is nothing parochial or paltry about the scale on which Dame Nature does her business. When she hands out her favours it is with a sublime disregard for geographical units, national boundaries or military necessities. She recognizes no worlds within her world, no part within the whole. No single country was given all the ingredients of the good life, you know, not even Canada. Consider just one very small item that most of us regard as part of the paraphernalia of good living, namely, electric light. I understand that before the war the manufacture of Mazda lamps — if that isn't running a commercial — involved the use of feldspar from Norway, China clay from England, potash from Germany, cork, sienna and raw umber from the Mediterranean, chromium and manganese from Russia, gum Arabic and sodium carbonate from Africa, nitrates from South America, titanium and bismuth from Australia, wolframite from Japan and tin from Malay. Persia, the land where the god called Mazda first saw the light of day, seems to be about the only country which did not contribute anything to the manufacture of these lamps. Now quite clearly we could, under stress of economic blockade, contrive to produce electric lamps from raw materials found exclusively on this continent, but it would be pretty safe to say we could only do so either by sacrificing quality or raising costs. If the experience of the past generation is any guide, local self-sufficiency, or national self-sufficiency for that matter, is no prescription for a healthy society. For eighty millions of Germans it meant ersatz tea (from apple peel), ersatz coffee (from acorns), ersatz wool (from pulp) and ersatz bread (from potatoes and sawdust), and genuine stomach ulcers. North American experiments with this sort of thing have been no more happy. When the T.V.A. started to redeem the waste places of the Appalachians, it found backward communities living on a locally raised corn-hog diet, and possessing higher death rates from Malaria, pellagra and malnutrition generally than found anywhere else on the continent.

The mention of the Appalachians calls to mind the manner in which nature disperses her penalties as well

as her patronage. Her floods and her droughts and her dust storms display the greatest possible contempt for man-made divisions: they recognize no laws of trespass, and they show no greater regard for the just than for the unjust. On this continent none have realized better than the men who brought the T.V.A. into existence just the meaning of those trespasses.

The deforestation of the watershed area of the Tennessee valley set in motion a train of consequences that reached to the very delta of the Mississippi. The heavy annual loss of life and property in those fertile lowlands, the equally serious damage done to road and railway services throughout the length and breadth of the valley, the silting up of the riverbed, and the consequent decline of water transportation, were but a few of the more obvious by-products of the exploitative process. The Good Book is surely right when it tells us that "if one member suffers, all the members suffer with it." But I believe it is equally right when it goes on to say that "if one member be honoured, all the members rejoice with it," for if the T.V.A. has shown one thing more clearly than another, it is that the results of multi-purpose scientific assaults upon a hostile environment are not limited to the physical boundaries of the area concerned. They reach out in ever-widening spheres of beneficence. The architects, the engineers, the land use experts and the geographers who planned the strategy of the T.V.A. fifteen years ago, today have the satisfaction of knowing that they have not only saved the Tennessee valley from physical and cultural ruin and have reduced the flood danger to cities even fifteen hundred miles downstream — you may have read in your papers only two days ago that the city of Chattanooga alone estimates that it has saved 27½ million dollars in the last ten years as a result of flood control brought about by the T.V.A. — not only have they had that satisfaction but they also know that they have brought to the region a level of prosperity which they had never previously experienced; and further they have had the satisfaction of seeing established on this continent a pattern of living which has become the rallying point for oppressed peoples throughout the world. There are T.V.A.'s afoot now in many countries, indeed in every continent.

Given an extension of co-operative, inter-provincial, and if need be, international projects of this sort, there would seem to be no physical reason why the earth should not go on yielding enough and to spare for all its yet unborn millions. In an otherwise rather cheerless world is it not a matter for encouragement that more and more politicians and scientists and ordinary folk are coming to see the compelling need for such projects, and that already, in the Amazon, the first international program of social engineering has been successfully launched under the auspices of UNESCO?

Please do not mistake me, though. I am far from saying that the only thing we need to make us better



neighbours is better planning, more T.V.A.'s, more architects, or even more geographers. The best informed people are not always the nicest to live with. There were never before in the history of the world so many professors who know so much about so many things, yet the divorce rate among them is not noticeably lower than it is among other members of society. It is not more knowledge we need so much as more unselfishness. For, as I see it, the biggest problems of our time are not physical or material. Our most urgent need is to turn getters into givers. If we continue to admit no standard of social life except that each man shall desire more than he has hitherto had; if, in other words, economic activity is to continue to be "organized competition in greed," then there is little hope of peace at home, and none of peace on a world scale. "The social problem of the modern world," as Walter Lippmann said some time ago, "arises not out of the objective difficulty of providing an adequate material existence" — the geographer could have told him that that was no difficulty — "but out of men's subjective expectations which, because they are unlimited and insatiable, cause violence, inequality, hatred and frustration." Such is the progeny of the great — of the principle of "every man for himself and the devil take the hindmost."

But how to get getters into givers? It would be foolish to suppose it could be done by any simple pump-priming operation — by everybody getting a little more so that everybody could start giving a lot more. Those who have gathered great riches have by no means all been great philanthropists. Nothing short of a revolution on the intellectual, moral and spiritual levels would seem to measure up to the needs of the situation. I believe that on the intellectual level it calls for "an education educating a man's humanity, rather than indulging his

individuality"; one that offers students "the habitual vision of greatness," and concerns itself less with esoteric specialisms, low in community worth, and with small fractions of human interest and experience, and more with values that are independent of time and place: with the nature of the world and the true end of man.

But the formulation of new intellectual standards and new educational policies is not enough. The realization of the good life by a world community calls as much for a change of heart as for a change of thought. Robert Hutchins, Chancellor of Chicago university, underlined this in a recent speech when he said that the greatest need for students — and we are all students — is the cultivation of "a deep sense of our own unimportance and a deep conviction of the importance of others." So far history has given us no guarantee whatever that that sense and that conviction can be sustained by purely material or intellectual considerations. If we want world peace that will last, and a world community — and on purely geographical grounds we can have a world community any day; for the world is now small enough and knit together closely enough to make such a community possible — if we want those things, we need the inspiration and support of a religious faith — the faith which has fortified our fathers ever since they set foot on these North American shores, and which is still proclaimed in every church and synagogue in our land. Without such a faith I believe we must wait in vain for the coming of the day of world neighbourliness — the day when, in the words of Tennyson:

*"They that dwell apart shall know each other,  
And understand the utterance of a brother  
In every tongue and tone."*







# ROYAL ARCHITECTURAL INSTITUTE OF CANADA

## OFFICERS

PRESIDENT . . . . .	A. J. HAZELGROVE (F)		
FIRST VICE-PRESIDENT . . . . .	MURRAY BROWN (F)	SECOND VICE-PRESIDENT . . . . .	H. H. G. MOODY
HONORARY SECRETARY . . . . .	JAS. H. CRAIG (F)	HONORARY TREASURER . . . . .	J. ROXBURGH SMITH (F)
PAST-PRESIDENT . . . . .	CHAS. DAVID (F)		
SECRETARY . . . . .	MISS ANNE CORY		
1323 Bay Street, Toronto			

## COUNCIL

JOHN S. PORTER, JOS. F. WATSON, HENRY WHITTAKER . . . . .	British Columbia
PETER L. RULE, G. K. WYNN . . . . .	Alberta
W. G. VAN EGMOND (F), JOHN C. WEBSTER . . . . .	Saskatchewan
H. H. G. MOODY, J. A. RUSSELL, ERIC THRIFT . . . . .	Manitoba
Ontario	
VICTOR J. BLACKWELL (F), MURRAY BROWN (F), JAS. H. CRAIG (F), A. J. HAZELGROVE (F), D. E. KERTLAND, R. S. MORRIS (F), FORSEY PAGE (F), W. BRUCE RIDDELL (F), HARLAND STEELE (F),	
Quebec	
OSCAR BEAULE (F), R. E. BOSTROM (F), EUGENE LAROSE (F), HAROLD LAWSON (F), J. C. MEADOWCROFT, A. J. C. PAINE (F), MAURICE PAYETTE (F), J. ROXBURGH SMITH (F)	
J. L. FEENEY, H. CLAIRE MOTT (F) . . . . .	New Brunswick
LESLIE R. FAIRN (F), A. E. PRIEST . . . . .	Nova Scotia

## EDITORIAL BOARD REPRESENTATIVES

British Columbia: F. S. LASSERRE, Chairman;	R. A. D. BERWICK,	WILLIAM FREDK. GARDINER (F),
PETER THORNTON,	JOHN WADE	
Alberta: C. S. BURGESS (F), Chairman;	M. C. DEWAR,	PETER L. RULE
Saskatchewan: H. K. BLACK, Chairman;	F. J. MARTIN,	DAN H. STOCK, JOHN C. WEBSTER
Manitoba: J. A. RUSSELL, Chairman;	H. H. G. MOODY,	ERIC THRIFT
Ontario: JAS. A. MURRAY, Chairman;	WATSON BALHARRIE,	L. Y. McINTOSH, ALVIN R. PRACK,
HARRY P. SMITH,	J. B. SUTTON,	A. B. SCOTT, PETER TILLMANN
Quebec: RICHARD E. BOLTON, Chairman;	O. BEAULE (F),	JOHN BLAND, P. H. LAPOINTE,
HAROLD LAWSON (F),	J. CAMPBELL MERRETT,	PIERRE MORENCY, LUCIEN PARENT (F),
J. ROXBURGH SMITH (F),	E. J. TURCOTTE	
New Brunswick: H. CLAIRE MOTT (F), Chairman;	W. W. ALWARD,	J. K. GILLIES, D. JONSSON
Nova Scotia: LESLIE R. FAIRN (F), Chairman;	ALLAN DUFFUS,	A. E. PRIEST, J. H. WHITFORD

INCORPORATED BY THE DOMINION PARLIAMENT 16th JUNE, 1908, 1st APRIL, 1912, AND 14th JUNE, 1929



## NEWS FROM THE INSTITUTE

### ALBERTA

City Building Regulations, in the nature of things, demand revision from time to time. In Edmonton the city council has called for a revision of their own code. This task becomes more and more formidable as a city grows in size and as methods of building become more varied and also as new materials lay claims for introduction. More and more stress comes to be put on securing safety from fire. Deaths occurring from a fire in a public or semi-public building are apt to be blamed upon the city. The congestion of streets by motor vehicles is another public worry so that now many cities require that commercial buildings and apartments shall provide parking space upon their own premises. This often severely limits the amount of floor space an owner may provide on his land. This may be further curtailed by regulations requiring considerable open space in front of all windows to rooms liable to be used for living purposes.

The Edmonton Building Code is produced in foolscap size and runs to 191 pages with an additional 40 pages of index. A considerable part of this volume resembles a text book on structural engineering. It is probably as well done as most of such codes and a great deal better than many, yet I have not heard any architects blessing it earnestly. Such a volume is not easy to compile and when produced is not too easy of reference. No matter how well the work is accomplished the ingenious builder seems to be able immediately to find loopholes whereby to get around what seems to be most tightly tied down. The most clearly stated requirements are found to be liable to the most unexpected interpretations.

It is reasonable that security of structure should be ensured. Yet even when the regulations cover this matter the ultimate security depends on the workmanship. A careless mixing of concrete nullifies the calculations. Loads may unsuspectingly be put upon a floor beyond its capacity. Substitution of one species of timber for another may materially lower the strength of a floor. Or, on the other hand, it may not, for the strength of good specimens of what is classed as an inferior timber may be greater than that of poor specimens of a higher classed timber. To ensure that all work is actually done as called for would require an amount of inspection beyond the capacity of any city's inspection department. To complicate matters, if one is carrying on work in the city one is informed that the allowable bending stress at the extreme fibres of Coast Douglas fir is 1200 lbs. per sq. in. If the work is in the country (National Building Code) it is 1600-1750, if in a small municipality it becomes 1280. Similar variations occur with other species of timber.

Perhaps the greatest crimes committed with buildings are the internal monkeyings performed by owners proud of their amateur abilities. These have themselves to blame, but too often they get away with the next best thing to murder.

Of course I strongly recommend that architects should sit upon committees for revising building bylaws, but I do not envy them the job.

*Cecil S. Burgess*

### ONTARIO

Ordinarily a two-year-old practice in this business of architecture is an infant, but in this architectural millennium, the rapid growth to adolescence offers a wealth of experience to the ambitious young architect. The unusual opportunities of post-war progress in our field provide food for serious thought and observation.

In spite of the customary growing pains of infancy, there are many encouraging developments in our profession. The unsolicited and often unexpected co-operation and guidance of older architects is a tribute to the profession and an indication of its fraternity. In the short span of my business career, it has been my pleasure to recognize this assistance on numerous occasions. Such confidence is an inspiration to accept the challenge of the profession. It is my sincere hope that this is the experience of others in a similar position.

The elusive quality of originality is rarely found in any field of human endeavour. However, if it should be anywhere, it should be in the creative works of an architect. Judging from the monotonous repetition of materials in building to be found these days in all our cities and towns, it would seem that architects are not using their creative talents to best advantage. Let us hope that this new era will not also be known as the age of stainless steel and vitrolite. Why doesn't someone arrest the attention of the buying public with a different combination of the many excellent building materials now available. Canadian culture has often been criticized for its lack of originality. Any creative enterprise is an essential part of a nation's culture. It should be our constant aim to create new horizons in architecture.

It is interesting to note the increasing number of clients who obtain the services of an architect. The popular demand today for architectural services may be only a trend of the times, but this trend cannot fail to add prestige to the profession. It has been observed by many that the public are becoming more conscious of the architect's contribution to society. This is evident in the current scope of an architect's activities, which include more small homes, requests for guidance in minor alteration work, advice on colour schemes, interior decoration, choice of furniture, advice on town planning, choice of



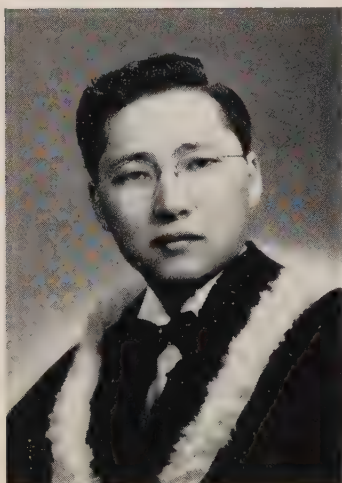
sites, etc. While all this is within the normal field of architectural practice, there is every evidence of increasing public consciousness and confidence in the usefulness and importance of the profession.

Public confidence is something to be cherished, and every effort of the profession should be exercised in endeavouring to maintain, improve, and further educate the public. The continual rush in the majority of offices to cope with the abnormal amount of work, has resulted in an evident lack of thought to detail and planning. The exacting demands of a more informed public, make it imperative that architects do not lose their perspective of what the future may hold if this asset is not conserved and nurtured. The future of our professional public relations is in our own hands, collectively and individually.

*A. C. Rieder.*

☆

☆



K. IZUMI

**Adjudication for the Pilkington Glass annual travelling scholarship in architecture.** A board of architects drawn from Winnipeg, Montreal and Toronto and sitting in the School of Architecture, University of Toronto, have declared Mr. K. Izumi the winner of the 1948 Pilkington Glass Travelling Scholarship. Under the terms of the award, Mr. Izumi will be entitled to travel anywhere in Great Britain

and Europe in search of Architectural knowledge and experience after spending at least one term at the University of Liverpool or the Architectural School, London.

Mr. Izumi, who won the award in competition with architectural students from McGill and Manitoba Universities, has a brilliant record with the School of Architecture, Regina College, and the University of Manitoba. He won the University Gold Medal in Architecture, 1948 and the Bachelor of Architecture Thesis Prize, 1948.

Under the provisions of the Scholarship, he will leave for England before the first week of September and will return at any time after June 30th next year.

☆

☆

## CONTRIBUTORS TO THIS ISSUE

### Francis X. Giná

Francis X. Giná, A.I.A., is a partner of the firm of Ketchum, Giná & Sharp, Architects. He is a graduate of the School of Architecture of Columbia University

and has taught architectural design at the School of Architecture and Allied Arts, New York University. He has been in private practice since 1938 and served in the United States Marine Corps during the last war. The firm specializes in commercial design but has a diversified practice. They have done a department store in Bogota, Colombia, and department store branches for R. H. Macy and Company in the United States.

### George H. T. Kimble

Educated at Eastbourne Grammar School and King's College, London, where he took both Bachelor's and Master's degrees in Geography.

Lectured in Geography for five years at the University College of Hull, and for three years in Department of Geography, University of Reading, England.

Served from September 1939 with the British Naval Meteorological Service, first as Lieutenant, then as Lieut. Commander, for over five years. Was mainly engaged on preparing invasion weather projects. In 1944 he went around the world in 80 days, beating Jules Verne's hero by a matter of minutes!

At the beginning of 1945 was released by Admiralty to take up duties as First Professor of Geography and Chairman of the Department at McGill University; later assumed directorship of Meteorological Observatory and the McGill Summer School in Geography. Is a Fellow of the Royal Geographical Society, Fellow of the Royal Meteorological Society, Member of Association of American Geographers.

Publications include: *Geography in the Middle Ages*—1938—Methuen; *The World's Open Spaces*—1939—Nelson; *The Weather* (co-author)—1943—Penguin, England—1946—Penguin, U.S.; *The Shepherd of Banbury*—ed.—1941—Univ. Reading Press; *Esmeraldo de Situ Orbis*—ed.—1937—Hakluyt Society.

Has travelled widely in Europe, Africa, Southwest Pacific and North America.

### Earle C. Morgan, M. Arch., M.R.A.I.C.

Graduated 1928, School of Architecture, University of Toronto. Worked in New York offices until early in 1931 when he left for six months' travel and study in Europe.

Returned to University of Toronto and took post-graduate work for Masters Degree in 1932.

Private practice in Toronto since 1932 with a two year period of partnership with Gordon S. Adamson from 1944 to 1946.

Work has been largely residential, industrial, restaurant and store alterations with the latest projects a private estate swimming pool and a large brood-mare stable.



## SUMMARY OF PARTICULARS OF AN INTERNATIONAL COMPETITION

### Regarding a New Main Artery Between the Districts of Södermalm, Södra Djurgården and Östermalm in Stockholm (Österleden)

#### I. An Invitation

Stockholm's Town Planning Board invites experts of all countries to take part in a competition in connection with a new main artery between the districts of Södermalm and Östermalm (Norra Djurgården) via Södra Djurgården. This artery, and the necessary approaches, will henceforth be referred to as *Österleden*.

Apart from the judges, those not eligible to take part in the competition are: partners, employees or near relations of the judges, and salaried employees of the City of Stockholm or of Stockholm's Tramways. A competitor may not make use of an assumed name.

#### II. The Aim and Scope of the Competition

The aim of the competition is to produce draft proposals—in keeping with the present and future plans of the districts, and suitable from aesthetic, practical and economic aspects—for an arterial road carrying all forms of traffic, including trams, between Södermalm and Östermalm (Norra Djurgården).

The projected artery may be regarded as having three sections—1. that between Södermalm and Södra Djurgården, either in the form of a high bridge over Saltsjön or a tunnel under it (hereafter referred to as Saltsjö bridge or Saltsjö tunnel); 2. that across Södra Djurgården; and 3. that between Södra Djurgården and Östermalm (Norra Djurgården), in the form of a bridge over Djurgårdsbrunnsviken, or a tunnel under it (hereafter referred to as New Djurgård Bridge or Djurgård Tunnel).

In addition, the competition involves a relatively extensive system of approaches. On the north side, first-class connection should be established with Strandvägen, Valhallavägen and the harbour district of Värtan. To the south, the artery must connect up with Ringvägen, with a new Värmdö Road—approximately at a point shown on Map 4—by means of a high bridge over the Danvik Canal, and with Norra Hammarby harbour, Folkungagatan, and possibly with Stadsgård harbour.

Owing to the heavy volume of traffic (detailed particulars are given), the approaches should be of the highest technical standard, and the intersections between main streams of traffic must be multi-level crossings. Special care should be taken to ensure good tram connections between Österleden and Valhallavägen and Ringvägen. If possible, the tramway should also be connected up with Folkungagatan, Strandvägen and Narvavägen. The chief stopping places should be at Skanegatan, Folkungagatan, Djurgårdsslätten and Strandvägen. Depending on the position of the artery,

it may be necessary to place an additional stopping place just south of Djurgårdsbrunnsviken. Competitors' sketches should give no more than the basic ideas embodied in their proposals. (For further details, see Section VI.)

A number of preliminary proposals for Österleden have been examined at Stockholm's Town Planning Office. An account of these investigations was given in *Kommunalteknisk tidskrift* No. 3 (1947). A reprint of this article can be obtained on application to the Competition Secretary. *Competitors are not in any way restricted by these preliminary investigations.*

#### III. Competition Documents

The competition documents comprise this present brochure, and the following supplementary documents.

- 1: A map of Stockholm (scale 1:50,000), showing the suggested future network of main roads and underground railways systems.
- 2: A map, in 4 separate sheets, of the area concerned in the scheme (scale 1:2,000).
- 3: A map, in 12 separate sheets, of the area concerned (scale 1:1,000).
- 4: A map, in 4 separate sheets (scale 1:2,000), showing buildings, vegetation etc. on Asöberget, the Sofia area and part of Djurgården. The results of soundings and borings made in certain stretches of water, are also shown.
- 5: A diagram showing the required capacity of Österleden and its nearest approaches.
- 6: Maps (scales 1:5,000 and 1:25,000) showing Stockholm's tramway system as it is at present.
- 7: A map (scale 1:25,000) showing the positions of all the places mentioned in this brochure.
- 8: Four photographs, taken from points indicated on Map 4.
- 9: Picture postcards, showing various parts of the area concerned—the position of the camera being given in each case, on Map 4.
- 10: An excerpt from the preliminary future Town Plan.

#### IV. Issue of Competition Documents

The present brochure, without supplements, can be obtained free of charge from Tävlingsfunktionären, Stockholms stads stadsplanekontor, Stadshuset, Stockholm.

The complete set of documents can also be obtained from Tävlingsfunktionären (Competition Secretary), but a deposit of 100 Swedish crowns will be required. Abroad, it should be possible to obtain the documents through any Swedish Legation, Embassy or salaried Consul. Payment of the deposit could then be made in the currency of the particular country.

When the deposit is made, a receipt will be given. After the submission of an entry, this receipt, bearing the title of the entry, should be returned. When this is done, the deposit will be refunded. If no entry is sub-



mitted, the deposit will be refunded provided all the documents are returned undamaged by 1st February 1949, and provided also that the receipt is produced.

When applying for documents, competitors should leave an address to which further information can be sent.

#### V. Competitors' Rights Regarding Information

Competitors requiring information as to the correct interpretation of the rules governing the Competition, or upon any point not dealt with in this brochure, are entitled to apply anonymously for such information. Envelopes should be marked *Tävlingsfraga*, and sent to the address given above. Such enquiries will be answered by the Competition judges, at their discretion. Questions or enquiries received after 1st October 1948 will not be answered.

By 15th December 1948, both questions and answers will be sent to everyone taking part in the competition.

#### VI. The Form and Scope of Entries

Entries must be anonymous. Each document must be marked with its appropriate heading, in accordance with the list given below. Other markings and headings will not be recognised. It is desirable for entries to be carried out in such a way that they can be easily reproduced in print.

Only entries embodying all of the following will be considered:

- a: *A complete plan* (scale 1:2,000), drawn on the four map-sheets provided. It should have the character of a master plan. It should show clearly how the competitor visualises Osterleden and its nearest approaches, relative to the lay-out and character of the adjacent areas. Information regarding future plans for these areas will be found in *Supplement 10*.
- b: *Profile drawings* showing the main artery and its approaches (scales—length 1:2,000; height 1:200), indicating the gradients.

Elevations of bridge or tunnel constructions, together with necessary ventilation shafts (scale 1:1,000), and cross-sections (scale 1:50).

These drawings should give only the general idea, but should however embody sufficient detail for their practicability to be judged. Calculations as to costs and durability need not be submitted.

- c: *Perspective drawings*, correctly constructed and executed on the photographs, from the following points:
  - 1. Slussen. 2. The beach near Danvikshem. 3. Valdemarsudde. 4. Blockhusudden.
- d: *The detail drawings* necessary to illustrate the scheme from the standpoints of architecture, town-planning, and traffic.
- e: *A brief written account* of the reasons for the competitor's proposals—together with such technical particulars as would be of assistance in reckoning

cost, etc. This may be written in Swedish, Danish, Norwegian, English, French or German.

All measurements must be given in the metric system.

Documents other than those required above will not be considered. Drawings—except those mentioned in a and c above—must be on one of the following paper-sizes: 210 x 297 mm, 297 x 420 mm, 420 x 594 mm, 594 x 840 mm. If larger units are necessary, drawings may be divided into several sheets. Drawings may be rolled, but not folded.

All documents belonging to a given entry must be marked, in the top right-hand corner, with the same five-figure Arabic number (the title of the entry). No word-titles are allowed. Entries must be accompanied by two sealed and opaque envelopes, each marked with the selected five-figure number. One of these should contain the competitor's name, and be marked *Name*, the other should be marked *Address*, and should contain the address to which the entry should be returned if it is neither awarded a prize, nor purchased.

#### VII. Submission of Entries

Entries must be marked *Tävlingsförslag till Osterleden i Stockholm* and handed in to *Tävlingsfunktionären*, Stockholms stads stadsplanekontor, Stadshuset, Stockholm by the 1st April 1949. If the documents were obtained from a Swedish Embassy, Legation or Consulate abroad, the entry may be handed in there by latest the 1st April 1949.

Entries will be considered if they were posted on or before the above date, or handed in to a Swedish Embassy etc. abroad, provided they reach the Competition Secretary by the 1st May 1949. Proof that the entry has been posted, sent by goods train, or handed in to a Swedish diplomat abroad must reach the Competition Secretary by 15th April 1949. Competitors from abroad are advised to notify the Competition Secretary telegraphically that an entry has been dispatched.

#### VIII. The Jury

The entries will be judged by the following jury:

The commissioner for the town planning department,  
Helge Berglund, chairman

Professor Sir Patrick Abercrombie

Hakon Ahlberg, architect

Anders Ahlén, civil engineer

David Anger, civil engineer

Professor Anker Englund

The commissioner for the harbour department, Harald Göransson

Hans von Heland, assistant city treasurer

Sven Markelius, city planning director

Ernst Sundström, civil engineer

Gunnar Wetterling, city architect



Should any member of the jury be prevented from performing his function, the organizers reserve the right to appoint a substitute. Should it be necessary to find a substitute for a member of the jury with special technical qualifications, care will be taken to appoint one with, as far as is possible, the same qualifications. The jury has the right to consult other experts where necessary.

Calculations as to the cost of all the various schemes proposed will be made at the behest of the jury by one and the same expert. These calculations will be worked out on a uniform basis.

The results of the competition will be made public immediately after the jury have come to a decision.

A Competition Secretary has been appointed to administer the deposits, to issue the competition documents, to receive questions and to forward the jury's answers, to receive and number the entries, to keep the Name and Address envelopes, and to return the unsuccessful entries. The secretary is under an obligation to keep secret the names of the people to whom the documents have been sent, and to take all possible precautions to preserve the anonymous character of the competition.

#### IX. Prizes

The jury have at their disposal the sum of 60,000 Swedish crowns. Of this, 48,000 crowns shall be awarded in prizes, and 12,000 crowns used for purchasing proposals. Four prizes shall be awarded. Unless a unanimous jury decide to the contrary, the first prize shall be 20,000 crowns.

The lowest prize shall not be less than 6,000 crowns, nor the lowest purchasing price less than 3,500 crowns. Winning entries, or proposals purchased, become the property of Stockholm City without further compensation. Entries which are not in accordance with the rules of the competition, may be considered if they contain particularly noteworthy points. Such entries are not eligible for prizes, but may be purchased.

#### X. The Exhibition and Return of Entries

At the conclusion of the Competition, the entries—in

the form received—will be publicly exhibited, at a locale which will be decided upon later.

The entries will be insured against all risks during the period in which the jury have charge of them. Stockholm City does not consider itself responsible for the payment of any compensation exceeding the sum of 2,000 Swedish crowns.

At the conclusion of the Exhibition, entries which have not been awarded prizes, or purchased, will be returned together with the jury's verdict, to the address given in the Address envelope.

#### XI. Official Approval of the Conditions Governing the Competition

This brochure has been approved by all the members of the Jury, and the general rules of the Competition have been agreed on by the Association of Swedish Architects (SAR), and by the Swedish Association of Civil Engineers (SVR).

Should any doubt arise on any point connected with the running of the Competition, the rulings given in the appropriate sections of the Association of Swedish Architects' "Regulations for Swedish Competitions in Architecture and Town-planning" (published by the SAR office, Sturegatan 20, Stockholm) shall be applied.

HELGE BERGLUND

/ J. H. Martin

Stockholm, 1st February, 1948.

☆

☆

#### NOTICE

The Royal Canadian Academy of Art invites Architects to submit photographs, drawings or models of their recent work for the Annual Exhibit to be held in the Toronto Art Gallery in November. A special effort is to be made this year to make this section of the exhibit more representative of the work of Canadian Architects, whether or not they are members of the Academy. Advance notice is given in order that photographs may be obtained and especially to allow sufficient time for the preparation of models. Details regarding closing date for receiving exhibits will be given at a later date.



There's  
 "Buy Appeal"  
 in this  
 Pilkington  
 Installed  
 Store Front



There's no secret between the merchandise inside and the potential customers outside in the recently modernized Jaeger shop shown above. Departmentalized into 3 floors the entire front is a mass of shining Pilkington British Polished Plate Glass. The doors are  $\frac{3}{4}$ " "Armourplate" Safety Glass equipped with special bronze handles.

Kawneer Polished self-supporting double faced sash adds additional lines of beauty and smartness. In the rear area walls, Insulux Glass Block allows more daylight, gives permanence at low cost maintenance. All material was supplied and installed by Pilkington Glass Limited. Architects and Building Contractors are invited to avail themselves of the experience which Pilkington's have gathered in over 120 years in the glass industry.



*Pilkington Glass*  
 LIMITED

HALIFAX, SAINT JOHN, N.B., MONTREAL, KINGSTON,  
 TORONTO, HAMILTON, ST. CATHARINES,  
 FORT WILLIAM, WINNIPEG, REGINA, CALGARY,  
 EDMONTON, VANCOUVER